

Message Text

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SUBJECT: CCP FY 1977; SECTION III--NON-CAMPAIGN ACTIVITIES

REF: NEW DELHI 1919, NEW DELHI 2992

1. FOLLOWING IS OUR DRAFT OF NON-CAMPAIGN INITIATIVE
ACTIVITIES, SECTION III OF CCP FY 1977:

2. SECTION III - NON-CAMPAIGN INITIATIVE ACTIVITIES

A. ACTIVITY NO. 1 -- PRIORITY RANK 2

TITLE: OILFIELD MACHINERY AND EQUIPMENT: AS A RESULT
OF THE 1973 OIL PRICE HIKE, THE GOI HAS ACCELERATED ITS
EXPLORATION AND PRODUCTION EFFORTS--BOTH ON SHORE AND OFF SHORE.
THE MARKET RESEARCH SURVEY COMPLETED IN LATE 1975 INDICATES
THAT COMMERCIAL PROSPECTS FOR US BUSINESS ARE HIGHEST
IN OFF SHORE OIL EXPLORATION AND PRODUCTION ACTIVITIES

DUE TO THE US TECHNOLOGICAL SUPERIORITY. US FIRMS ARE ALSO
INCREASINGLY ACTIVE AS SUBCONTRACTORS AND EQUIPMENT
SUPPLIERS.

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ACTIONS TO BE TAKEN:

- A) CONTINUE CLOSE LIAISON WORK WITH ONGC IN DEHRA DUN;
- B) MONITOR THE PROGRESS OF ALL OIL EXPLORATION AND PRODUCTION ACTIVITIES--ESPECIALLY OFF SHORE;
- C) SUBMIT TRADE OPPORTUNITY REPORTS AND "EARLY WARNINGS" AS APPROPRIATE;
- D) EXTEND APPROPRIATE FACILITATIVE SUPPORT TO US FIRMS INTERESTED IN COMPETING IN THIS AREA;
- E) UPDATE THE 1975 MARKET RESEARCH ON OILFIELD MACHINERY AND EQUIPMENT.

B. ACTIVITY NO.. 02 -- PRIORITY RANK 3

TITLE: ENERGY SYSTEMS: THE GOI HAS ACCORDED HIGH PRIORITY TO THE EXPANSION OF POWER GENERATION CAPACITY. MAJOR PROJECTS IN THE OFFING INVOLVE A TOTAL EXPENDITURE OF APPROXIMATELY DOLS700 MILLION THROUGH THE CURRENT FIVE-YEAR PLAN PERIOD, OF WHICH THE IMPORT COMPONENT WOULD BE AS

MUCH AS 40 PERCENT. ONLY A FEW MAJOR US FIRMS WOULD BE REGARDED AS SERIOUS COMPETITORS FOR THE MANUFACTURE AND

SUPPLY OF VARIOUS HIGH TECHNOLOGY SUB-SYSTEMS, AND THEY APPEAR TO BE GENERALLY WELL INFORMED ON THE OPPORTUNITIES AVAILABLE. THEREFORE, THIS ACTIVITY DOES NOT REQUIRE THE KIND OF CONCERTED EFFORT NECESSARY FOR A CAMPAIGN INITIATIVE AT THIS TIME. THIS SITUATION COULD VERY WELL CHANGE, HOWEVER, IF AND WHEN THE MAJOR US FIRMS BECOME INVOLVED IN A SUB-STANTIAL WAY, IN WHICH CASE ADDITIONAL OPPORTUNITIES FOR OTHER, SMALLER US SUPPLIERS MAY ARISE.

ACTIONS TO BE TAKEN:

- A) MAINTAIN CLOSE LIAISON WITH PERTINENT GOI OFFICIALS;
- B) MONITOR ALL DEVELOPMENTS HAVING AN IMPACT ON US COMMERCIAL PROSPECTS;
- C) SUBMIT TRADE OPPORTUNITY REPORTS AND "EARLY WARNINGS" AS APPROPRIATE

C. ACTIVITY NO. 3 -- PRIORITY RANK 6

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TITLE: PROTECTION OF AMERICAN BUSINESS INTERESTS: OVER 400 AMERICAN FIRMS HAVE LONG-TERM BUSINESS RELATIONSHIPS IN INDIA. WITH THE IMPLEMENTATION OF SECTION 29 OF THE FOREIGN EXCHANGE REGULATIONS ACT OF 1973 REQUIRING THE REDUCTION OF FOREIGN EQUITY TO 40 PERCENT, COUPLED WITH DELAYS FOR VARIOUS TYPES OF GOI APPROVAL, IT IS INCREASINGLY DIFFICULT FOR FOREIGN FIRMS TO CARRY OUT THEIR BUSINESS

PURSUIITS. THE PURPOSE OF THIS ACTIVITY IS TO IMPROVE THE CLIMATE FOR AMERICAN FIRMS OPERATING IN INDIA.

ACTIONS TO BE TAKEN:

- A) CONTINUE TO MONITOR AND REPORT DEVELOPMENTS IN THE FERA GUIDELINES AND OTHER POLICIES EFFECTING THE OPERATIONS OF AMERICAN FIRMS;
- B) AS APPROPRIATE, MAKE REPRESENTATIONS ON BEHALF OF INDIVIDUAL FIRMS WHEN REQUESTED TO DO SO BY THE FIRM;
- C) USE THE INDO-US JOINT BUSINESS COJNCIL AND THE INDO-US JOINT COMMISSION AS A FORUM FOR THE IDENTIFICATION AND RESOLUTION OF PROBLEMS CONFRONTING AMERICAN FIRMS IN INDIA.

D. ACTIVITY NO. 4 -- PRIORITY RANK 8

TITLE: COMMERCIAL NEWSLETTER: THE QUALITY OF THE COMMERCIAL NEWSLETTER FORMAT AND GRAPHICS ARE ADEQUATE FOR

THE EMBASSY'S PURPOSES; CONTINUING EFFORTS NEED BE MADE ONLY TO ENSURE THAT THE DISTRIBUTION LIST IS KEPT UP TO DATE AND IS REPRESENTATIVE OF THOSE TARGET GROUPS HAVING POTENTIALLY HIGH RECEPTIVITY TO US TRADE EFFORTS. ALSO, THE EMBASSY WILL CONTINUE MAKING EFFORTS TO INCREASE THE NEWSLETTER'S UTILITY AS AN INSTRUMENT OF THE CCP.

E. ACTIVITY NO. 5 -- PRIORITY RANK 9

TITLE: FOREIGN BUYER PROGRAM: THOUGH THE SCOPE FOR PROMOTING A SUCCESSFUL FBP HERE IN INDIA IS RELATIVELY LIMITED, SEVERAL TRADE SHOWS PLANNED FOR FY-77 OFFER SOME POTENTIAL AND DESERVE FURTHER SCRUTINY:

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-JANUARY 15-18, 1977, NATIONAL AUDIOVISUAL CONVENTION AND EXHIBIT, ANAHEIM, CALIFORNIA
-MARCH 30-APRIL 1, 1977, NATIONAL COMPUTER CONFERENCE, DALLAS, TEXAS.

ACTIONS TO BE TAKEN:

- A) SURVEY THE RELEVANT SEGMENTS OF THE GOI AND BUSINESS COMMUNITY TO DETERMINE THE PROBABLE LEVEL OF INTEREST.
- B) DISSEMINATE BROCHURES TO THOSE END-USERS THAT HAVE EVINCED INTEREST IN THE TRADE SHOW(S).SAXBE

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